

DDP 195: BUSINESS PRACTICES AND PORTFOLIO PREPARATION FOR CREATIVES

Originator

mabril

Justification / Rationale

All DDP students will be offered a freelance/gig job in their career even before they graduate college and some will continue with their own design studio business. This course prepares students to enter the gig economy and practice design on their own terms. This also aligns with the half of the C-ID Digital Media course DMGR 130 Digital Media Business Basics. Upon further thought and recommendation the DDP 128 Portfolio Preparation is now being incorporated into this course as a one three unit course. C-ID DMGR 130

Effective Term

Fall 2021

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

195

Full Course Title

Business Practices and Portfolio Preparation for Creatives

Short Title

CREATIVE BUSINESS

Discipline**Disciplines List**

Art

Commercial Art (Sign making, lettering, packaging, rendering)

Film Studies

Industrial Design

Architecture

Commercial Music

Photography

Printing Technology (Typography, composition, printing)

Jewelry

Multimedia

Music

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

This course will cover business-related topics including project management, estimating, billing, record keeping and taxes. Students will learn best practices for working with clients, vendors, and colleagues. Whether you plan to run a graphic design company or work as a freelancer, understanding the nuts and bolts of running a creative business is essential.

Schedule Description

Learn how to set up your creative business, market your portfolio, acquire clients and set fees and much more. Whether you plan to run a graphic design company or work as a freelancer, understanding the nuts and bolts of running a creative business is essential.

Lecture Units

2

Lecture Semester Hours

36

Lab Units

1

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials**Resource Type**

Book

Author

The Graphic Artists Guild

Title

Business Practice Essentials: for Graphic Artists - Book 1

Edition

Kindle

Publisher

The Graphic Artists Guild

Year

2018

ISBN #

9780932102201

Resource Type

Book (Recommended)

Author

Ilano Griffo

Title

Mind Your Business: A Workbook to Grow Your Creative Passion Into a Full-time Gig

Edition

4th

Publisher

Paige Tate Co

Year

2019

Resource Type

Book

Open Educational Resource

Yes

Author

Keith Granet

Title

The Business of Design, Balancing Creativity and Profitability

Edition

First

City

New York

Publisher

Princeton Architectural Press

Year

2011

College Level

Yes

ISBN #

9781616891275

Resource Type

Book

Author

Kleon, Austin

Title

Steal Like An Artist

Edition

1

Publisher

Workman Publishing Group

Year

2012

ISBN #

9780761169253

Resource Type

Book

Author

Austin Kleon

Title

Show Your Work

Edition

1

Publisher

Workman Publishing Group

Year

2014

ISBN #

9780761178972

For Text greater than five years old, list rationale:

The OER e-pub book *The Business of Design* contains practical and timeless principles of business.

Class Size Maximum

25

Course Content

1. Marketing Plan and Portfolio development: Identifying and understanding various audiences
2. Professional Research Practices
3. Professional Methods of documenting three-dimensional and two-dimensional and time-based works
4. Elements involved in writing a curriculum vitae, artist statement, bio and other written marketing and promotional material
5. Methods of oral presentation such as interviews, elevator pitches, and presentations
6. Familiarizing different types of promotional materials: social media, business cards, websites, and email marketing
7. Pricing creative work and services
8. Copyright, plagiarism and other ethical considerations
9. Creating an online business presence.
10. Business basics for running a freelance business
 - a. Business setup
 - b. Business identity
 - c. Project management
 - d. Billing
 - e. Contracts
 - f. Communications
1. Introduction to the Business in Relation to Creative Industries
2. Types of Business Structures
3. Setting Up a Studio
4. Contracts and Documents
5. Marketing the Business and Selling your Work
6. Presenting to Clients
7. Creating Effective Workflows and Project Management
8. Working with Employees, Clients, and Co-Workers
9. Managing Business Finances
10. Creating Effective Self-Promotions

Lab Content

1. Create an online portfolio or website
2. Create a Curriculum Vitae
3. Write an artist statement

4. Digitally document a portfolio of artwork
5. Submit portfolio with all needed supplemental information for employment, scholarship, college transfer, or exhibition opportunities.

Course Objectives

Objectives	
Objective 1	Compute studio rate, develop a brief, and draft a letter of agreement.
Objective 2	Estimate time and calculate job cost for a client.
Objective 3	Prepare a workflow schedule for completion of creative jobs.
Objective 4	Set up a business plan.
Objective 5	Outline and describe the steps needed for setting up a creative business.
Objective 6	Create a personal online portfolio.
Objective 7	Create a personal marketing plan developed towards students' intended audience.
Objective 8	Assess the differences between various types of creative and academic CV's and create at least one professional creative curriculum vitae.
Objective 9	Evaluate fundamental practice of targeted research in creative field.
Objective 10	Assess visual and oral best practices of presenting oneself professionally within their respective creative field.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Analyze their business model and develop strategic plans for meeting business goals.
Outcome 2	Perform targeted research, and then develop and execute a plan to meet creative goal.
Outcome 3	Demonstrate relevant soft skills necessary to succeed in a professional creative environment.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Collaborative/Team	Students work together to develop branding for a client.
Discussion	Students articulate their thoughts to instructor provided prompts.
Participation	Instructor provides assignments and projects that students develop into portfolio pieces.
Self-exploration	Students will explore personal and professional goal setting.
Lecture	Instructor leads lecture with content related to setting up independent creative studio and what it means to be a freelancer vs. a business owner.
Activity	Demonstration of research techniques used by creative professionals to educate and identify opportunities.
Individualized Study	Students will conduct individualized research in developing personal marketing plan.
Laboratory	Laboratory students will create an online portfolio either as a website or visual blog.
Technology-based instruction	Course work uses current technology in the field, the students will learn the software and create physical and digital projects with the technology. Instructors will use the technology in demonstrations as it pertains to the assignments.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Student participation/contribution	Development of design projects to be evaluated by fellow students and instructor.	In and Out of Class
Presentations/student demonstration observations	Presentation of students' design work providing constructive criticism to elevate the project.	In Class Only

Tests/Quizzes/Examinations	Weekly assessment tools that demonstrate writing skill and/or require students to select, organize and explain ideas in writing.	In Class Only
Group activity participation/observation	Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.	In Class Only
Critiques	Feedback sessions for improving work presented.	In Class Only
Portfolios	Evaluation of student-created portfolios.	In Class Only
Behavior assessment	Evaluation of student soft skills and professional best practices.	In Class Only
Self/peer assessment and portfolio evaluation	Students will evaluate fellow students' creative work and promotional materials through in-class group critique.	In Class Only

Assignments

Other In-class Assignments

- Fill out Goal Sheet.
- Research schools, individuals, companies or organizations that students wish to be involved with.
- Create a blog or website.
- Read Terms of Service of relevant social media.
- Submit to a call for entry.
- Document 10 pieces of work.
- Create an artist CV.
- Create a work resume.
- Write Biography and Artist Statement.
- Perform an elevator speech.
- Perform peer interviews ,research and/or writing assignments.
- Business Development Projects.
- Weekly textbook readings and/or instructor materials (1 - 50 pages).
- Quizzes and/or tests on reading materials and/or weekly topics (0 - 8).
- Daily planner must be kept every day during the semester along with your mileage.
- Pricing your work.
- Accessing your winning attitude.
- Mock Client interviews.
- Business plan.
- Working in a creative group.
- Setting Goals.

Other Out-of-class Assignments

- Create Press Release.
- Create Email Marketing.
- Visit local exhibition space.
- Apply to a call for entry.
- Plan and implement Public Group Exhibition.
- Research and/or writing assignments.
- Daily planner must be kept every day during the semester along with your mileage.
- Setting Goals.
- Development of design projects.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

100

On-campus %

100

Lab Courses**How will the lab component of your course be differentiated from the lecture component of the course?**

The lecture portion of the course will consist of activities (e.g. brainstorming, demonstrations, critiques) that will build knowledge of the design process, working in groups and teach skills in preparation for a creative career. Students will be developing a marketing plan, goals and a creative online portfolio during the lab component of the course.

From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?

Activities that involve the students building their online portfolio and professional online presence will be specified as lab. The course will contain Canvas weekly assignments that require students to complete graphic design projects that achieve a particular goal.

How will you assess the online delivery of lab activities?

Lab activities will require students to upload files and input text and/or URLs for assignments.

Instructional Materials and Resources**If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?**

At this time, Adobe Spark, eblogger, LinkedIn, YouTube, and Adobe Behance are projects in this course used to provide students with real world experience. Students set up accounts on these platforms to prepare them for careers in this field. All are password protected by either Adobe, Google and LinkedIn.

If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.

Working outside the LMS provides the additional technologies and "real world" element necessary to give students the robust learning experience required for Digital Design & Production courses.

Effective Student/Faculty Contact**Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?****Within Course Management System:**

Timely feedback and return of student work as specified in the syllabus
Discussion forums with substantive instructor participation
Regular virtual office hours
Online quizzes and examinations
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
E-portfolios/blogs/wikis
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)
Synchronous audio/video
Teleconferencing
Telephone contact/voicemail

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

There will be weekly discussions regarding topics related to their creative career choice with appropriate instructor participation. Students will complete and upload assignments. These activities will receive appropriate instructor feedback.

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

With hybrid courses, students will meet weekly for lecture, demonstrations and critiques

Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.

Allowing for other course delivery options, this change looks to future possibilities for the DDP program. In addition, it will help to serve current (over 40%) and future east valley DDP students due to the program move to the West Valley campus effective Fall 2019.

Comparable Transfer Course Information

University System

CSU

COD GE

C5 - Personal Growth and Development

MIS Course Data

CIP Code

50.0401 - Design and Visual Communications, General.

TOP Code

061400 - Digital Media

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Stand-alone

Transfer Status

Transferable to CSU only

General Education Status

Y = Not applicable

Support Course Status

N = Course is not a support course

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded**Attach relevant documents (example: Advisory Committee or Department Minutes)**

DM Advisory mtg panel notes.docx

DDP 195 CO Approval letter.pdf

DDP-195_GE COD.doc

Approvals**Curriculum Committee Approval Date**

11/19/2020

Academic Senate Approval Date

12/10/2020

Board of Trustees Approval Date

1/15/2021

Chancellor's Office Approval Date

2/10/2021

Course Control Number

CCC000622617

Programs referencing this coursePhotography Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=217>)Graphic Design Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=240>)Video Post-Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=309>)Interaction Design AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=311>)Animation Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=337>)Arts Entrepreneurship in Drawing Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=343>)Please delete (<http://catalog.collegeofthedesert.eduundefined/?key=348>)Web Design Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=356>)Arts Entrepreneurship in Painting Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=372>)Arts Entrepreneurship in Ceramics Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=373>)Arts Entrepreneurship in Printmaking Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=374>)Arts Entrepreneurship in Sculpture Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=375>)Digital Design Studies AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=377>)